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SENATE BILL NO. 1393
AMENDMENT IN THE NATURE OF A SUBSTITUTE
(Proposed by the Governor
on March 24, 2025)

(Patron Prior to Substitute—Senator Williams Graves)

A BILL to direct the Department of Medical Assistance Services to partner with a mobile pregnancy application to promote awareness of state government maternal and infant health programs and information available to prenatal, pregnant, and postpartum mothers who are enrolled in Medicaid.

Be it enacted by the General Assembly of Virginia:

1. § 1. That the Department of Medical Assistance Services (the Department) shall partner with a mobile pregnancy application or a managed care organization to promote awareness of state government maternal and infant health programs and information available to prenatal, pregnant, and postpartum mothers who are enrolled in Medicaid. The Department shall be authorized to contract for such application on a statewide basis following a competitive bidding process pursuant to the Virginia Public Procurement Act (§ 2.2-4300 et seq. of the Code of Virginia). The Department shall include the following application deliverables in its request for proposal:

1. The application shall have the capability to deliver education, resources, and support to prenatal, pregnant, and postpartum mothers and their families, including information specific to the Commonwealth such as links to Department and other state agency programs and resources available to prenatal, pregnant, and postpartum mothers;

2. The application shall demonstrate a consistent workflow to increase awareness of state agency programs and resources available to women enrolled in Medicaid;

3. The platform shall be able to survey the mobile application user's specific questions as determined by the Department or other agencies in the Commonwealth;

4. The selected application shall include information and resources that meet acceptable clinical standards;

5. The application shall provide information in multiple languages;

6. The application shall be made available on both Android and iOS platforms; and

7. The selected vendor for the mobile application shall regularly provide the Department with aggregate, deidentified data concerning:

a. The number of monthly users of the mobile application;

b. The number of daily users of the mobile application;

c. The average length of time a user uses the mobile application; and

d. Any other information requested by the Department.

2. That the Department of Medical Assistance Services shall issue a request for proposals pursuant to this act when appropriations are provided through a general appropriations act.